

ORDER

Orders
Order / Rev: 705913
Alt Order #: 06261286
Product Desc: QUAYLE FOR AZ CD
Estimate: 813819
Flight Dates: 08/13/12 - 08/19/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Ben Quayle for Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P.2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/13/12	08/19/12	26	\$19,000.00	\$16,150.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	26	\$19,000.00	\$16,150.00	50.10
Totals	26	\$19,000.00	\$16,150.00	50.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KPNX	20%	\$19,000.00
Market	100%	\$95,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	80%	\$76,000.00

Order / Rev: 705913
 Alt Order #: 06261286
 Flight Dates: 08/13/12 - 08/19/12

Advertiser: Ben Quayle for Congress
 Product Desc: QUAYLE FOR AZ CD
 Estimate: 813819
 KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/17/12	08/17/12	M-F 3-4p Ellen	CM	3-4p ----F--	:30	1	\$350.00	P-2	1.60	NM	1	\$350.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--				1	\$350.00		1.60			
E 2	KPNX	08/17/12	08/17/12	M-F 4-5p 12 News EVB	CM	4-5p ----F--	:30	1	\$275.00	P-2	2.80	NM	1	\$275.00
12 NEWS 4P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--				1	\$275.00		2.80			
E 3	KPNX	08/17/12	08/17/12	M-F 530-6a 12 News Today	CM	530-6a ----F--	:30	1	\$150.00	P-2	1.60	NM	1	\$150.00
12 NEWS TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--				1	\$150.00		1.60			
E 4	KPNX	08/17/12	08/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a ----F--	:30	1	\$400.00	P-2	1.60	NM	1	\$400.00
TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--				1	\$400.00		1.60			
E 5	KPNX	08/17/12	08/17/12	Fri Prime C Dateline	CM	9-10p ----F--	:30	1	\$2,000.00	P-2	1.60	NM	1	\$2,000.00
DATELINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--				1	\$2,000.00		1.60			
E 6	KPNX	08/13/12	08/13/12	M-F 4-5p 12 News EVB	CM	4-5p M-----	:30	1	\$275.00	P-2	2.80	NM	1	\$275.00
12 NEWS 4P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$275.00		2.80			
E 7	KPNX	08/13/12	08/13/12	M-F 530-6a 12 News Today	CM	530-6a M-----	:30	1	\$150.00	P-2	1.60	NM	1	\$150.00
12 NEWS TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$150.00		1.60			
E 8	KPNX	08/13/12	08/13/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a M-----	:30	1	\$400.00	P-2	1.60	NM	1	\$400.00
TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$400.00		1.60			
E 9	KPNX	08/18/12	08/18/12	Sa 10pm News Sa 10pm News	CM	10-1030p -----S-	:30	1	\$1,300.00	P-2	1.60	NM	1	\$1,300.00
LATE NEWS rr from 1100 to 1300 per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$1,300.00		1.60			
E 10	KPNX	08/19/12	08/19/12	Su 10 pm News Su 10pm News	CM	10-1035p -----S	:30	1	\$1,300.00	P-2	1.60	NM	1	\$1,300.00
LATE NEWS rr from 1100 to 1300 per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$1,300.00		1.60			
E 11	KPNX	08/19/12	08/19/12	Sun Prime 1st Half Sun Prime Other A	CM	6-10p -----S	:30	1	\$2,000.00	P-2	4.10	NM	1	\$2,000.00
DATELINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$2,000.00		4.10			
E 12	KPNX	08/16/12	08/16/12	M-F 3-4p Ellen	CM	3-4p ---T---	:30	1	\$350.00	P-2	1.60	NM	1	\$350.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$350.00		1.60			
E 13	KPNX	08/16/12	08/16/12		CM	4-5p ---T---	:30	1	\$275.00	P-2	2.80	NM	1	\$275.00

Order / Rev: 705913
 Alt Order #: 06261286
 Flight Dates: 08/13/12 - 08/19/12

Advertiser: Ben Quayle for Congress
 Product Desc: QUAYLE FOR AZ CD
 Estimate: 813819

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 4-5p 12 News EVB 12 NEWS 4P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$275.00 2.80														
E 14	KPNX	08/16/12	08/16/12	M-F 530-6a 12 News Today	CM	530-6a ---T---	:30	1	\$150.00	P-2	1.60	NM	1	\$150.00
12 NEWS TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$150.00 1.60														
E 15	KPNX	08/16/12	08/16/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a ---T---	:30	1	\$400.00	P-2	1.60	NM	1	\$400.00
TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$400.00 1.60														
E 16	KPNX	08/16/12	08/16/12	Thu Prime C Rock Center with BW	CM	9-10p ---T---	:30	1	\$2,500.00	P-2	1.60	NM	1	\$2,500.00
ROCK CENTER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$2,500.00 1.60														
E 17	KPNX	08/14/12	08/14/12	M-F 3-4p Ellen	CM	3-4p -T-----	:30	1	\$350.00	P-2	1.60	NM	1	\$350.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$350.00 1.60														
E 18	KPNX	08/14/12	08/14/12	M-F 4-5p 12 News EVB	CM	4-5p -T-----	:30	1	\$275.00	P-2	2.80	NM	1	\$275.00
12 NEWS 4P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$275.00 2.80														
E 19	KPNX	08/14/12	08/14/12	M-F 530-6a 12 News Today	CM	530-6a -T-----	:30	1	\$150.00	P-2	1.60	NM	1	\$150.00
12 NEWS TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$150.00 1.60														
E 20	KPNX	08/14/12	08/14/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a -T-----	:30	1	\$400.00	P-2	1.60	NM	1	\$400.00
TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$400.00 1.60														
E 21	KPNX	08/15/12	08/15/12	M-F 4-5p 12 News EVB	CM	4-5p --W----	:30	1	\$275.00	P-2	2.80	NM	1	\$275.00
12 NEWS 4P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 --W---- 1 \$275.00 2.80														
E 22	KPNX	08/15/12	08/15/12	M-F 5-530a 12 News Today	CM	5-530a --W----	:30	1	\$125.00	P-2	1.60	NM	1	\$125.00
12 NEWS TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 --W---- 1 \$125.00 1.60														
E 23	KPNX	08/15/12	08/15/12	M-F 530-6a 12 News Today	CM	530-6a --W----	:30	1	\$150.00	P-2	1.60	NM	1	\$150.00
12 NEWS TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 --W---- 1 \$150.00 1.60														
E 24	KPNX	08/15/12	08/15/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a --W----	:30	1	\$400.00	P-2	1.60	NM	1	\$400.00
TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 --W---- 1 \$400.00 1.60														
E 25	KPNX	08/15/12	08/15/12		CM	9-10p --W----	:30	1	\$2,500.00	P-5	1.60	NM	1	\$2,500.00

Order / Rev: 705913
 Alt Order #: 06261286
 Flight Dates: 08/13/12 - 08/19/12

Advertiser: Ben Quayle for Congress
 Product Desc: QUAYLE FOR AZ CD
 Estimate: 813819
 KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Wed Prime C									
				Law & Order: SVU									
				L&Q SVU									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--W----		1		\$2,500.00 *		1.60			
E 26	KPNX	08/16/12	08/16/12	Thu Prime C	CM	9-10p ---T---	:30	1	\$2,100.00 P-2		1.60 NM	1	\$2,100.00
				Rock Center with BW									
				ROCK CENTER rr from 2500 to 2100 per mike									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	---T---		1		\$2,100.00 *		1.60			
											Totals	26	\$19,000.00

*Tax 1 Note: Tax 0.5%.